



APPLICATION FORM

NEWCASTLE UPON TYNE CHRISTMAS MARKET 2020

SATURDAY 14th NOVEMBER – THURSDAY 24th DECEMBER

SECTION A - APPLICANT DETAILS

| | |
|--|--|
| 1. Company to invoice & Trading Name: | |
| 2. Are you a Limited or Sole Trader: | |
| 3. Name of Applicant: | |
| 4. Business Address: | |
| 5. Contact Address (if different to business address) | |
| 6. Post code | |
| 7. Email | |
| 8. Phone (Day)/(Evening) | |
| 9. Description of business | |
| 10. Number of years trading | |
| 11. Website URL and social media account handles | |
| 12. Have you traded at this or another Christmas Market in the past? Specify location | |

SECTION B - PRODUCT DETAILS

Please provide/attach the product list for the goods you intend to sell, and include the following details along with photos to support your application:

a) Product Description – including product origin and production information

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b) Product Price List – including lowest and highest price products

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RETAIL MIX

Please highlight the category that most represents your main product type. If there are a range of different products, please state the percentages of each item accordingly:

| Category | Main Product | If range, state % of each |
|--------------------------------|--------------------------|---------------------------|
| a) Clothing | <input type="checkbox"/> | <input type="text"/> |
| b) Ceramics | <input type="checkbox"/> | <input type="text"/> |
| c) Jewellery | <input type="checkbox"/> | <input type="text"/> |
| d) Health & Beauty Products | <input type="checkbox"/> | <input type="text"/> |
| e) Christmas Decorations/Gifts | <input type="checkbox"/> | <input type="text"/> |
| f) Artwork | <input type="checkbox"/> | <input type="text"/> |
| g) Toys | <input type="checkbox"/> | <input type="text"/> |

- | | | |
|---------------------------------|--------------------------|----------------------|
| h) Candles | <input type="checkbox"/> | <input type="text"/> |
| i) Confectionary & Hot Treats | <input type="checkbox"/> | <input type="text"/> |
| j) Take Home Food & Drink | <input type="checkbox"/> | <input type="text"/> |
| k) Hot Food & Drink | <input type="checkbox"/> | <input type="text"/> |
| l) Handmade Craft / Gifts | <input type="checkbox"/> | <input type="text"/> |
| m) Other (please specify below) | | <input type="text"/> |

PRODUCT PRODUCTION

Please highlight the production that represents your product. If there are a range of different productions, please state the relevant percentage:

- | Production Source | Main Source | If a range, state % of each |
|-----------------------------------|--------------------------|-----------------------------|
| a) Designed by you | <input type="checkbox"/> | <input type="text"/> |
| b) Made by you | <input type="checkbox"/> | <input type="text"/> |
| c) Mass produced | <input type="checkbox"/> | <input type="text"/> |
| d) Authentic to Christmas markets | <input type="checkbox"/> | <input type="text"/> |

PRODUCT ORIGIN

Please select where your products are made. If there are a range of origins please state the relevant percentage:

- | Product Origin | Main Source | If a range, state % of each |
|----------------------------------|--------------------------|-----------------------------|
| a) Made in Newcastle | <input type="checkbox"/> | <input type="text"/> |
| b) Made in North East | <input type="checkbox"/> | <input type="text"/> |
| c) Made in UK | <input type="checkbox"/> | <input type="text"/> |
| d) Made abroad – specify country | <input type="checkbox"/> | <input type="text"/> |

MEMBERSHIPS

Are you a member of any associations / organisations? Guild Registry – please provide certificates / evidence for confirmation:

SECTION C - CABIN REQUIREMENTS

Do you require a cabin? Yes No

If your own cabin, please specify the dimensions, and include photos of the decoration and quality to ensure consistency across the market

If requiring a cabin, please select one of the four options below – a counter will not be provided unless you do so:

| Cabin Size | Select Option |
|---------------------------|--------------------------|
| a) 3M x 2.9M OPEN WALK IN | <input type="checkbox"/> |
| b) 3M x 2.9M COUNTER | <input type="checkbox"/> |
| c) 5M x 2.4M OPEN WALK IN | <input type="checkbox"/> |
| d) 5M x 2.4M COUNTER | <input type="checkbox"/> |

Cabin Location

Please refer to the attached map for the location of each market zone, and to the attached pricing schedule for rental costs in each zone.

Based upon your preferred location and the products that you trade, please indicate in the table below the number of chalets that you want for trade in each location.

| | Category A | Category B | Category C | Category D | Category E |
|-----------------------------------|-------------------|---------------------|------------------------|-------------------|----------------------------|
| | Hot Food & Drink | Sweets & Hot Treats | Take Home Food & Drink | Non-Food General | Non-Food Bespoke/ Handmade |
| Zone 1 | | | | | |
| Northumberland Street South | | | | | |
| Zone 2 | | | | | |
| Northumberland Street Central | | | | | |
| Zone 3 | | | | | |
| Northumberland Street North | | | | | |
| Zone 4 | | | | | |
| Haymarket | | | | | |
| Zone 5 | | | | | |
| Monument | | | | | |
| Zone 6 | | | | | |
| Grainger Street | | | | | |
| Zone 7 | | | | | |
| Blackett Street/ Old Eldon Square | | | | | |

SECTION D – TRADING PERIOD

Please specify how long you want to trade at this year's Christmas Market:

Select Option

- a) Sat 16th Nov – Thurs 24th Dec (full period)
- b) Weekly
- c) Fortnight
- d) Weekend only

There may be an opportunity to extend trading to New Year's Eve. Do you want to be considered for the additional week of trading?

Yes No

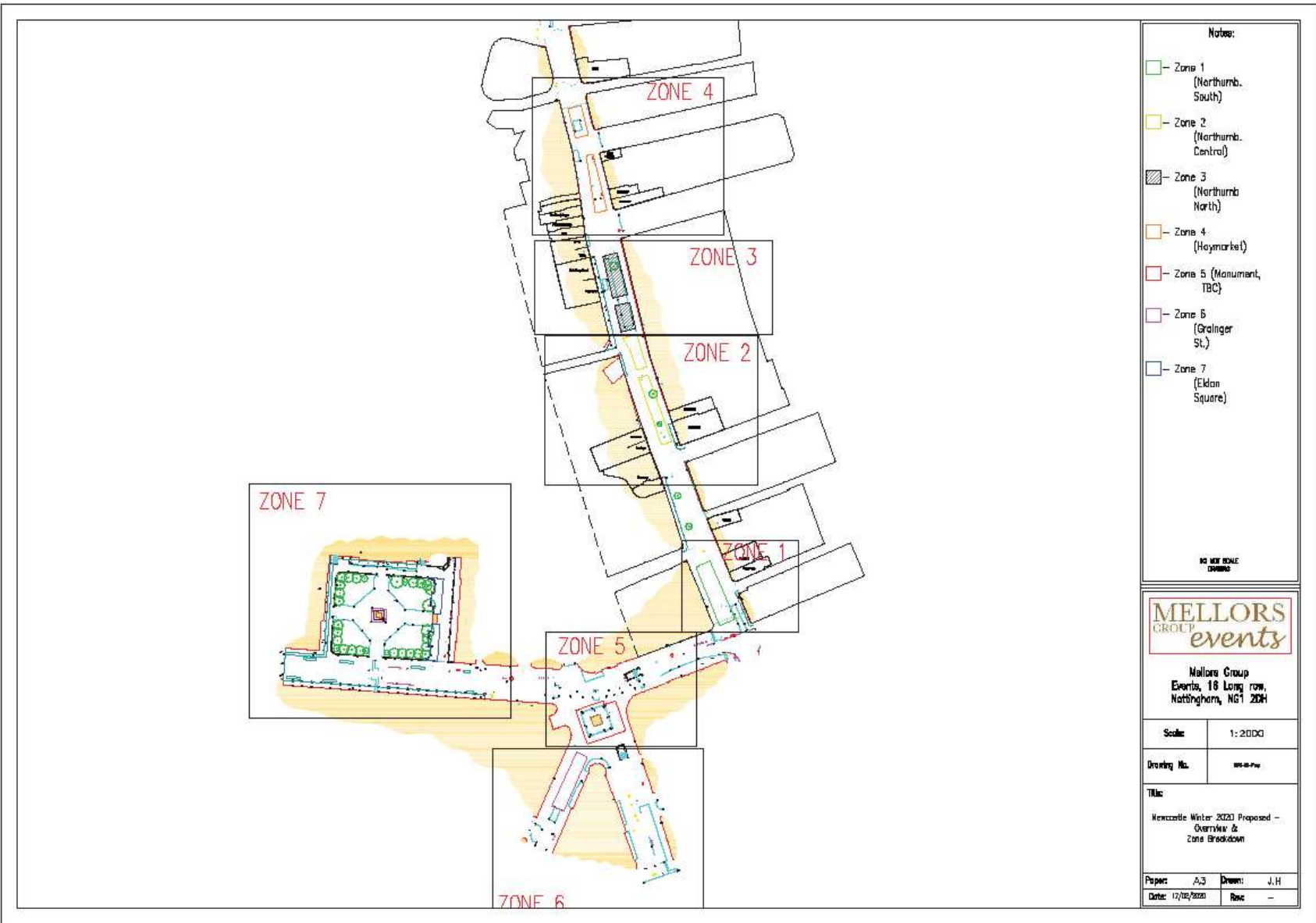
Applicants Signature: _____

Print name: _____ **Dated:** _____

Please return completed applications forms to K.EDWARDS@MELLORSGROUP.COM

If you have any queries regarding this process, please do not hesitate to contact Kirsty Edwards at Mellors Group via email k.edwards@mellorsgroup.com or telephone 0115 967 9991

Newcastle Christmas Market 2020 - Zones



Payment Schedule

Rental prices are based on the products traded and location within the market (the prices shown as for the full trading period);-

| | Size | Category A | Category B | Category C | Category D | Category E |
|--------------------------------------|------|------------------|---------------------|------------------------|------------------|----------------------------|
| | | Hot Food & Drink | Sweets & Hot Treats | Take Home Food & Drink | Non-Food General | Non-Food Bespoke/ Handmade |
| Zone 1 | | | | | | |
| Northumberland Street South | 3M | £8,400 | £6,750 | £5,100 | £4,500 | £3,900 |
| | 5M | £14,000 | £11,250 | £8,500 | £7,500 | £6,500 |
| Zone 2 | | | | | | |
| Northumberland Street Central | 3M | £10,920 | £8,775 | £6,630 | £5,850 | £5,070 |
| | 5M | £18,200 | £14,625 | £11,050 | £9,750 | £8,450 |
| Zone 3 | | | | | | |
| Northumberland Street North | 3M | £8,400 | £6,750 | £5,100 | £4,500 | £3,900 |
| | 5M | £14,000 | £11,250 | £8,500 | £7,500 | £6,500 |
| Zone 4 | | | | | | |
| Haymarket | 3M | £6,720 | £5,400 | £4,080 | £3,600 | £3,120 |
| | 5M | £11,200 | £9,000 | £6,800 | £6,000 | £5,200 |
| Zone 5 | | | | | | |
| Monument | 3M | £8,400 | £6,750 | £5,100 | £4,500 | £3,900 |
| | 5M | £14,000 | £11,250 | £8,500 | £7,500 | £6,500 |
| Zone 6 | | | | | | |
| Grainger Street | 3M | £6,720 | £5,400 | £4,080 | £3,600 | £3,120 |
| | 5M | £11,200 | £9,000 | £6,800 | £6,000 | £5,200 |
| Zone 7 | | | | | | |
| Blackett Street/ Old Eldon Square | 3M | £5,040 | £4,050 | £3,060 | £2,700 | £2,340 |